



NGWN
2923 E. Lincolnway
Cheyenne, WY 82001
Sales T & C: www.gray.tv/advertising
(307) 634-7755

CONTRACT

<u>Contract / Revision</u> 2547833 /		<u>Alt Order #</u> WOC13596488
<u>Advertiser</u> Conservative Nebraska		<u>Original Date / Revision</u> 05/09/22 / 05/09/22
<u>Contract Dates</u> 05/02/22 - 05/15/22	<u>Estimate #</u> 3763	
<u>Product</u> 2022 Primary Election		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> NGWN	<u>Account Executive</u> Cheyenne House	<u>Sales Office</u> Cheyenne Natio
<u>Special Handling</u>		
<u>Demographic</u> Adults 55+		
	<u>Order Type</u> NORMAL	<u>Total Ratings</u> 88.50
<u>Agcy Code</u> 9916670	<u>Advertiser Code</u> 355	<u>Product 1/2</u> 459
<u>Agency Ref</u> 163897	<u>Advertiser Ref</u> 604114	

And:

Armada Strategies
2637 East Atlantic Boulevard Suite 43878
Pompano Beach, FL 33662

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
1	NGWN	05/02/22	05/10/22	M-F 6a-7a	6:00 AM-7:00 AM		:30				NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$30.00	1.50			
Week:		05/09/22	05/15/22	11-----				2	\$30.00	1.50			
2	NGWN	05/02/22	05/10/22	Today Show	7:00 AM-9:00 AM		:30				NM	3	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$30.00	2.30			
Week:		05/09/22	05/15/22	11-----				2	\$30.00	2.30			
3	NGWN	05/02/22	05/09/22	M-F 11a-12p	11:00 AM-12:00 PM		:30				NM	2	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$25.00	2.10			
Week:		05/09/22	05/15/22	1-----				1	\$25.00	2.10			
4	NGWN	05/02/22	05/10/22	News 2 @ Noon	12:00 PM-12:30 PM		:30				NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$35.00	3.40			
Week:		05/09/22	05/15/22	11-----				2	\$35.00	3.40			
5	NGWN	05/02/22	05/10/22	M-F 1230p-1p	12:30 PM-1:00 PM		:30				NM	3	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$20.00	2.50			
Week:		05/09/22	05/15/22	11-----				2	\$20.00	2.50			
6	NGWN	05/02/22	05/09/22	M-F 3p-4p	3:00 PM-4:00 PM		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$20.00	2.40			
Week:		05/09/22	05/15/22	1-----				1	\$20.00	2.40			
7	NGWN	05/02/22	05/09/22	NBC Nightly News	5:30 PM-6:00 PM		:30				NM	2	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$120.00	5.60			
Week:		05/09/22	05/15/22	1-----				1	\$120.00	5.60			
8	NGWN	05/02/22	05/09/22	News 2 @ 6p	6:00 PM-6:30 PM		:30				NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$85.00	5.00			
Week:		05/09/22	05/15/22	1-----				1	\$85.00	5.00			
9	NGWN	05/02/22	05/09/22	Prime Access Rotator M-F	6:30 PM-7:00 PM		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 05/02/22 - 05/15/22	<u>Product</u> 2022 Primary Election	<u>Estimate #</u> 3763

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$30.00	3.40			
Week:		05/09/22	05/15/22	1-----				1	\$30.00	3.40			
10	NGWN	05/02/22	05/09/22	News 2 @ 10p M-F	10:00 PM-10:35 PM		:30				NM	2	\$170.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$85.00	4.20			
Week:		05/09/22	05/15/22	1-----				1	\$85.00	4.20			
11	NGWN	05/02/22	05/07/22	News 2 @ 10p Sa-Su	10:00 PM-10:30 PM		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$80.00	3.60			
12	NGWN	05/02/22	05/08/22	News 2 @ 10p Sa-Su	10:00 PM-10:30 PM		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$80.00	3.30			
13	NGWN	05/02/22	05/09/22	The Tonight Show	10:35 PM-11:35 PM		:30				NM	2	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	----1--				1	\$20.00	2.30			
Week:		05/09/22	05/15/22	1-----				1	\$20.00	2.30			
14	NGWN	05/02/22	05/07/22	Saturday Night Live	10:30 PM-12:00 AM		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/02/22	05/08/22	-----1-				1	\$20.00	2.50			
N 15	NGWN	05/10/22	05/10/22	Early Today	5a-530a		:30				NM	1	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$10.00	0.00			
N 16	NGWN	05/10/22	05/10/22	M-F 530a-6a	530a-6a		:30				NM	1	\$15.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$15.00	0.00			
N 17	NGWN	05/10/22	05/10/22	M-F 6a-7a	6a-7a		:30				NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$30.00	0.00			
N 18	NGWN	05/10/22	05/10/22	Today Show	7a-9a		:30				NM	2	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				2	\$30.00	0.00			
N 19	NGWN	05/10/22	05/10/22	Today Show II	9a-10a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$25.00	0.00			
N 20	NGWN	05/10/22	05/10/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$20.00	0.00			
N 21	NGWN	05/10/22	05/10/22	M-F 11a-12p	11a-12p		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$25.00	0.00			
N 22	NGWN	05/10/22	05/10/22	News 2 @ Noon	12p-1230p		:30				NM	1	\$35.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$35.00	0.00			
N 23	NGWN	05/10/22	05/10/22	M-F 1230p-1p	1230p-1p		:30				NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$20.00	0.00			
N 24	NGWN	05/10/22	05/10/22	Days of Our Lives	1p-2p		:30				NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		05/09/22	05/15/22	-T-----				1	\$40.00	0.00			
N 25	NGWN	05/10/22	05/10/22	M-F 2p-3p	2p-3p		:30				NM	1	\$20.00

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Week:		05/09/22	05/15/22	-T-----				1	\$20.00	0.00				
N 26	NGWN	05/10/22	05/10/22	M-F 3p-4p	3p-4p		:30				NM	1	\$20.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		05/09/22	05/15/22	-T-----				1	\$20.00	0.00				
N 27	NGWN	05/10/22	05/10/22	M-F 4p-5p	358p-5p		:30				NM	1	\$25.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
Week:		05/09/22	05/15/22	-T-----				1	\$25.00	0.00				
Totals											88.50		43	\$1,640.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
04/25/22 - 05/10/22	43	\$1,640.00	(\$246.00)	\$1,394.00
Totals	43	\$1,640.00	(\$246.00)	\$1,394.00

Signature: _____ Date: _____

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